



STRAWBERRY HILL OVERSEAS AND COMMUNITY CONCERN

Annual Report of the Trustees
For the year ending 31st December 2021
Charity Registration Number 1120787



St. Marie Eugenie Girls' Secondary School near Moshi, Tanzania

The Trustees present their report together with the accounts for the charity for the year ending 31st December 2021. This report has been prepared in accordance with the requirements of the Statement of Recommended Practice (FRS102) on 'Accounting and Reporting by Charities', and the Update Bulletin, as have the accounts which have been drawn up on the accounting policies set out in Note 1 of the Financial Statements.

Trustees

Mrs Elizabeth Byrne Hill (Secretary)
Dr Kevin Cook (Chair)
Mrs Valerie Cunningham
Dr Caroline Healy
Mr Michael Murnane (Resigned May 2021)
Dr Mary Mihovilovic
Ms Sally-Ann Richards
Ms Eva Papadopoulou (Resigned January 2022)
Mrs Lauren Siva

Principal Office

St Mary's University, Strawberry Hill, TWICKENHAM. Middlesex. TW1 4SX 020 8240 4000 https://www.stmarys.ac.uk/strawberry-hill-overseas-community-concern/shocc.aspx

Bankers

Lloyds Bank plc, PO BOX 1000, BX1 1LT

Charitable Objects

Following discussions at meetings during 2019 and 2020, the Charitable Objects of the charity were amended and agreed upon by the Trustees at their meeting on 30th June 2020. They were accepted by the Charity Commission on 7th July 2020. The Objects now read:

To advance in life and relieve the needs of the poorest and most vulnerable individuals in the UK and overseas by:

- advancing their education
- providing support and activities which develop their skills, capacities, and capabilities to enable them to participate fully in society.

Background and approach

Strawberry Hill Overseas and Community Concern (SHOCC) is the official charity of St Mary's University, Twickenham, London. It is a UK charity working with poor and vulnerable individuals in the Twickenham area and overseas. The

charity was founded in September 2007 and replaced its predecessor Strawberry Hill Overseas Concern (SHOC) which began in 1971.

SHOCC is a relatively small charity working with trusted partners; individuals and communities that have demonstrated need and have clear goals. We support projects financially and provide appropriate tailored advice and encouragement. Our projects illustrate what Paul Vallely has recently (2021) termed "reciprocal philanthropy" where we have an ongoing relationship with our partners, treat them with respect and have a two-way, empathetic approach, aiming for projects quickly to become self-sustainable. We have very few administrative costs and 99% of every donated pound goes to our projects.

Projects that might receive financial support are submitted for consideration to the Trustees. Such projects need to have a link with the university such as through a Trustee, member of staff, student, or alumni. Trustees seek funds to meet these needs by making bids to funding bodies and seeking financial support from individuals. Trustees are also responsible for placing the work and success of the charity in the public domain. They do this through a newsletter, by maintaining the charity website, by using social media such as Facebook, Instagram and other means. While SHOCC often provides the main funding contributions, its projects typically feature contributions from the beneficiary communities themselves.

Since 1971 staff and students have committed themselves to a period of work overseas or have worked on a voluntary basis with local disadvantaged groups. Since 2018, the charity has organized an annual volunteering programme funded through a Catenian legacy. This enables one or more students to work for a short period at one of our overseas projects.

An examination of projects funded since 2008 has shown that SHOCC has provided nearly £752,000 for 59 projects in locations as far apart as Twickenham, Guatemala, South Sudan, and Tanzania. In keeping with our Charitable Objects, four-fifths of our funding has been provided for education-related projects with the remainder given for health and humanitarian relief such as responding to Covid-19 pandemic demands. [See Table 1 below for details].

Table 1 Projects funded 2008-2021

Projects	School	Pupil	Health-	School	School	Humanitarian	Staff/student	Totals
	construction	fees	related	farms	equipment	assistance eg	bursaries	
						Covid related		
Amount	£441,725	£120,161	£99,265	£30,345	£19,025	£21,890	£8,418	£740,829
donated								
Percentage	59.6%	16.2%	13.4%	4.1%	2.6%	3.0%	1.1%	100
Projects	13	4	9	5	8	14	6	59
assisted								

Note: Some projects were assisted in more than one way.

Achievements and performance

In 2021 SHOCC received £138,976 to support the work of our partners in the local area and the Global South. As a result, we were able to provide £140,269 in funding for 11 projects. As in past years, costs were kept to the minimum and 95% of our income went directly to projects.

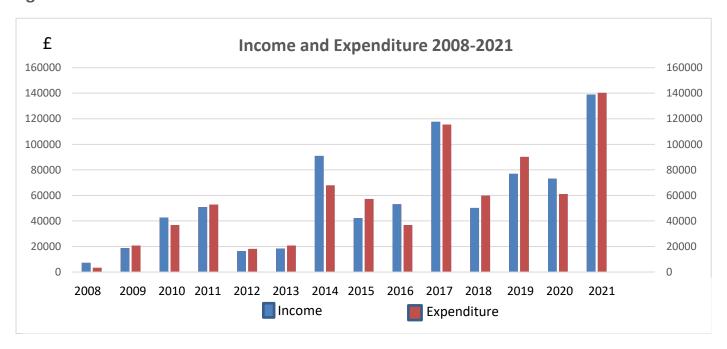
The total funds received during the year were considerably above previous years. [see Figure 1 below for details of individual project funding]. Most of this funding was what the Charity Commission terms 'restricted funds' in that they were donated for specific projects such as the £41,218 for the construction of classrooms at Kisaki secondary school; the £56,280 for Christ the King Kindergarten school in South Sudan and the £16,843 to support orphan pupils at Outspan Schools in Uganda. The Covid pandemic meant that we had to postpone our highly successful volunteer programme but hope to resume it in 2023. As Table 2 shows, we continued to support projects in Guatemala, Kenya, Richmond, South Sudan, Uganda, and Tanzania.

Table 2. Projects funded in 2021 with sources and uses made of the funding

Project	Amount	Funding source	What our funding achieved
Outspan Schools	£16,843	Northamptonshire parents and	Education of 40 pupils at the two
Uganda		SHOCC general funds	Outspan primary and secondary
			schools.
Santa Maria Hospice,	£3,200	Regular donors through our Just	Renovation of educational facilities at
Coatepeque,		Giving site and private donations	the hospice and university fees for the
Guatemala			farm the manager at the hospice.
St Jude's Primary	£14,920	Donations made through our Just	New classroom, books, and stationery
School Mto Wa Mbu		Giving site and anonymous	for school, painting school bus, and fees
Tanzania		donations	for orphans and seminarian. Pupil
			Christmas party.
Christ the King Infant	£56,280	St Mary's University alumnus	Construction of three classrooms at
School South Sudan			kindergarten school.
St Paul's Primary	£1,286	Anonymous donation	Fees for an orphan pupil studying at
School Marigat, Kenya			secondary school
Kisaki secondary	£41,218	Erica Leonard Trust, Brian	Continuation of construction of the new
school Tanzania		Murtagh Trust, Amy Hemmings	school.
		Estate, and anonymous donors	
Orkilili School	£2,076	Campaign donations made	Food and equipment during the Covid
Tanzania		through Just Giving site	pandemic
Family living in Moshi,	£633	Anonymous donations	House completion and school fees for
Tanzania			orphan
Chanua Children's	£1,200	Donations through Just Giving	Running costs of Saturday Club for 50
Group, Mwanza,		site	young people
Tanzania			
Catholic University of	£450	Anonymous donor	Help with PGCE course fees
East Africa course			
RUILS Twickenham	£500	General donations	Support for the local food bank

Our income of £138,976 came from a variety of sources with individual donations totalling £22,218, including excellent returns from the Sponsored Walk, the Lent Jam Jar collection, and the sale of Christmas cards. Our Just Giving site raised £19,198 and we received £7,896 from Trusts. Give as you Earn brought in a further £795 and HMRC provided us with a further £7,207 in tax refunds. The Amy Hemmings legacy provided a further £4,121, Corporates £23,572, and major donors (>£5,000) £52,980. Finally, our sales of Christmas cards and other merchandise raised £989.

Figure 1



We continued the major exercise carried out during 2020 that examined our financial situation since we became a registered charity in 2008. We used an industry classification of donors as shown in Table 3 below. The results show that our Just Giving campaigns and one-off donations provide half of our funds followed by single donations of above £5,000, Corporations, and Trusts. Funding sources that we hope to develop further are Legacies and Give as you Earn.

Table 3 Sources of funding 2008-2021

Just Giving	One-off	One-off	Corporates	Trusts	Legacies	HMRC	Committed	Sales	Total
Campaign	donations	large				Tax	monthly		
donations		donations				rebates	giving inc.		
inc.		>£5000					GAYE		
Outspan									
£293,351	£152,730	£149,407	£85,853	£81,604	£52,475	£43,053	£16,579	£5,910	£882,962
33.3%	17.4%	17.0%	9.7%	9.2%	5.9%	4.9%	1.9%	0.7%	100%

Our Stories of Change exercise

We continued to develop and update our Stories of Change for each of the projects funded over the period 2008-2021. This involved providing a project brief, and background and analysing the inputs, activities, outputs, outcomes, and impacts for each project. It was not felt appropriate to make use of the Social Return on Investment (SROI) approach to the measurement of impact. Instead, we prefer to obtain photographic evidence and anecdotes from beneficiaries about how SHOCC's activities have affected them. This has proved to be a very valuable exercise. We hope to add each Story of Change to our website. An example of the Story of Change for the completed St. Marie Eugenie Girls' Secondary School at Moshi, Tanzania project is shown below.



SHOCC is a small charity working with partners we trust. Our projects are initiated by our partners around the world. When we recognise the need for a project, we will support it financially and through advice and encouragement. As a result, our projects illustrate what Paul Vallely (2020) calls 'reciprocal philanthropy' where we have an ongoing relationship with our partners, treat them with respect and have a two-way, empathetic approach; helping them to help themselves. 99% of every donated pound goes to our projects.



ST MARIE EUGENIE SECONDARY SCHOOL MOSHI TANZANIA [SDGs 4, 5, 6, 7]

Project brief: To support the Sisters of the Assumption in acquiring land for a new girls' boarding school near Moshi Town in Tanzania; in building classrooms, laboratories, computer rooms, dormitories, toilet/shower blocks, and a kitchen. Dedicated accommodation for the Sisters is also planned. SHOCC will accompany the project and seek donors willing to offer support.

PROJECT STATUS: COMPLETE

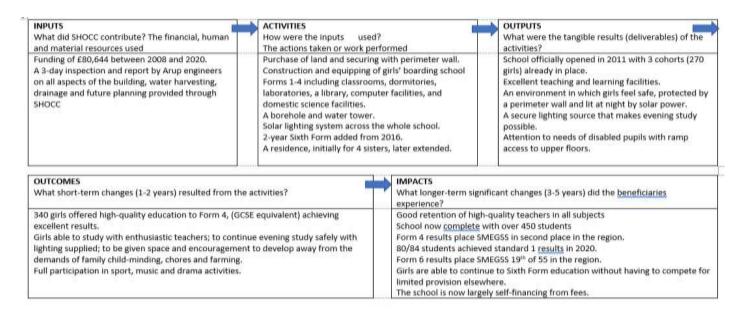
 Date of entry:
 23.06.2022

 Project type:
 School build

 Year(s) of project:
 2008 - 2017

 Awarded to date:
 £88.418

Background: In 2003, the Sisters of the Assumption, East Africa Province, recognized a clear need for secondary education places, especially for girls, in Tanzania. They began to raise money for a piece of land at Chekereni and to negotiate the purchase. Kilimanjaro Project, a predecessor of SHOCC, raised funds in support. By 2008 when SHOCC became a charity and incorporated this project, only one building had been completed but after a large injection of funds by the order and a requirement to hire a recognized architectural firm, the building began in earnest. SHOCC has supported the enterprise throughout from classrooms and dormitories, laboratories, and a library, to the final donation for solar power for the school.



Stories and case studies, with descriptions and anecdotes from beneficiaries

"During my four years with the Assumption, I have seen many personal changes. I became a
courageous girl, a free soul, open-minded, honest and loyal. It has added value to my life as a girl
chasing dreams. A proud soul of the Assumption". Student and now a businesswoman (2011-2014)

- "I would like to convey my heartfelt thanks to the Assumption Sisters because 4 years' experience with the Assumption family has helped me to grow educationally, spiritually, mentally and socially and has brought a very positive influence to my life. Be blessed". Student (2011-2014)
- "2011-2014 was my greatest moment and I learned a lot; health, education and spiritual life. Also, I learned to put God first in everything, to LOVE everyone and help others who are in need. Since "Love never says I have done enough" and always St Marie Eugenie wanted her people to "Be the cotton between sheets of glass to keep others from shattering". Student and now a medical laboratory technician
- "2011-2014 was a great experience. 4 years with the Assumption family has been a blessing.
 Education life, spiritual life and social life were always fulfilled with pleasure. A proud soul of Assumption family".
- "I have learned a lot about being a good and spiritual girl, self-love and how to live with people in any society. Education life and spiritual life were so perfect and I was able to apply them in every situation in my studies and life in general. Also being in St Marie Eugenie helped me with the issue of languages Kiswahili, English and French and I am very competent in them. Am so glad and proud to be a member of the Assumption family. Student

Photographs taken by Trustees and others when visiting the project



The two top photos show the school entrance and a view across the gardens. A considerable amount of tree planting has transformed the site.

SHOCC funded the provision of solar panels for the school and Trustees were present for the switching on of the lights. The bottom left photo shows the inclusion of a ramp for disabled pupils.

The bottom right photo shows Trustee Elizabeth Byrne Hill and Assumption Sisters meeting a party of girls carrying out a litter collection in the school grounds.





The project managers of some of our current projects

SHOCC is a small charity working with partners we trust. Our projects are initiated by our partners around the world. When we recognise the need for a project, we will support it financially and through advice and encouragement. As a result, our projects illustrate what Paul Vallely (2020) calls 'reciprocal philanthropy' where we have an ongoing relationship with our partners, treat them with respect and have a two-way, empathetic approach; helping them to help themselves.

These relationships are well illustrated by four individuals responsible for ensuring that the funding we provide is used wisely and carefully. From left to right they are: Sister Delia Smith (Hospicio Santa Maria, Pajapita; Guatemala), Mama Yohana Mcha (Orkilili Secondary School, Boma N'Gambo, Tanzania), Sister Maria Schola (Kisaki Girls School, Singida, Tanzania) and Fr Peter Kway (St Jude Thaddeus Academy, Mto Wa Mbu, Tanzania).









A snapshot of some of our current projects

Santa Maria Hospice, Pajapita, Guatemala

Simmarian alumna, Sister Delia Smith manages a HIV hospice in Guatemala. SHOCC has supported her work since 1978, first in Kenya and now in Guatemala. Our, first donation helped set up a library at Namwela Secondary School, Bungoma District, Kenya. Since becoming a Maryknoll Sister and moving to Guatemala, Dee has transformed a small hospice for palliative care into a vibrant integrated health facility including



HIV patients enjoying their exercises in the new hospice hydro-therapy pool

an eco-farm producing eggs, honey, fish, edible and medicinal plants and compost and liquid fertiliser from coffee husks in a vermiculture unit. Money from the sale of these products helps fund the day-to-day running of the hospice and ensures that the patients' diets are of a high standard. Since 2008, SHOCC has provided the hospice with £81,492 in funds.

In 2021, the original SHOCC-funded hydro-therapy pool was replaced with a more patient-friendly pool used daily by patients and staff. Not wishing to waste the original pool, Dee has added it to her expanding fish production unit. She continued the highly successful training programme for 25 women who will become community leaders and has applied for a grant to begin a kitchen-garden broiler chicken project with 50 families.

Orkilili Secondary School, near Moshi, Tanzania



Two Orkilili pupils relax during a break in classes

SHOCC continued to support Orkilili during 2021 and provided funding to help the school during the Covid pandemic. With pupils unable to attend classes, the payment of school fees ceased and when conditions improved allowing pupils to return, face masks, sanitisers and other protective equipment had to be provided. The school continued to face challenges and pupil numbers have not recovered following the pandemic. Many pupils were forced to obtain work to help their families survive and several girls married or became pregnant and left school. A new future is

planned focusing, perhaps, on the extra-curricular technical subjects provided by the school and SHOCC has offered to provide advice and help if required. We are particularly keen to continue the excellent relationship as Orkilili has provides a safe and mutually beneficial home for a St Mary's Catenian-funded volunteer each year.

Kisaki Girls' Secondary School, near Singida Tanzania

Towards the end of 2020, work began on the construction of the first four classrooms of the girls' secondary school a few miles outside Singida in central Tanzania. No longer is the site "a featureless site of sand, rock and blackened scrub; no trees, no water, no electricity... and no people" as depicted by Trustee Elizabeth Byrne Hill following a visit in 2019. During 2021 SHOCC sent £41,218 donated by the Brian Murtagh Charitable Trust, the Erica Leonard Trust, a further bequest from the estate of St Mary's geography lecturer, Amy Hemmings and other private donors. This enabled construction work to continue. During the year, four classrooms were completed and work started on the construction

of toilets. Sister Schola, the Project Manager, continued to plant hundreds of indigenous trees on the campus and it is hoped that the school will open in early 2023.



The block of four classrooms completed towards the end of 2021. For the first year, one of the classrooms will be used as a dormitory.

Sister Schola, Project
Manager, tends one to
the hundreds of
indigenous trees planted
on the "featureless site of
sand, rock and blackened
scrub; no trees"
Each tree is protected
against and is watered
regularly.



St Jude Thaddeus School Mto Wa Mbu



St Jude Thaddeus pupils at morning assembly in front of their classrooms

SHOCC was able to send Fr Peter Kway, Project manager at St Jude's, nearly £15,000 in 2021 to continue the construction of classrooms at the school. This brought the total provided since 2017 to just over £60,000. Work on the seventh and final classroom began during the year and pupil numbers rapidly increased from the original 90 to 420. During the year SHOCC also provided funding to enable the school to comply with the Tanzanian Government requirement that all school buses be painted in bright yellow. Several Trustees took part in the very successful Shepperton Rotary 10K charity and raised over £4,000 for the school. Unfortunately, because of Covid travel restrictions, it was not possible for Trustees to visit St Jude's. Such visits to projects are immensely valuable to both SHOCC and the projects and it is hoped to begin them again once Covid restrictions are relaxed.

Christ the King Infant School South Sudan

Thanks to the generosity of a St Mary's alumnus, we were able to send Fr Morris Ibiko, Parish Priest and Project manager at Christ the King school, Tombura-Yambio in South Sudan, £56,280 to replace three dilapidated classrooms at the kindergarten school. The pupils used to be taught in the open under trees and netting and the classes had to cease when it rained and the floors become waterlogged. This is one of our largest projects in financial terms and we have insisted that three quotations for the work were obtained and a contract signed before work commenced. Funding was sent in tranches subject to the satisfactory completion of each of three stages confirmed by photographic evidence sent to us using WhatsApp. The construction was completed without any problems during the year.

Towards the end of the year, we were approached by the parishioners of the Parish of Great Bookham and Effingham who wished to support the school financially. They asked whether SHOCC, would be willing to share its experiences of working with Fr Morris and the school and we agreed. Their links with Christ the King are through Fr Morris who has acted as guest priest in their parish. Further meetings will be held between SHOCC and the Great Bookham and Effingham parish to take the project forward.





Work on the construction of the new kindergarten classrooms began in 2021.

It was completed towards the end of the year and pupils were able to move from their old accommodation into their new classrooms.

With the agreement of Fr Morris, SHOCC has included improvements in attendance, dropout rates and a reduction in gender disparities in the Our Story of Change outcomes for the school.

Plans for the future

The main objectives set for the year 2022 are:

- To continue to support our Global South projects such as those at Orkilili, Mto wa Mbu and Kisaki in Tanzania,
 Marigat in Kenya, Outspan in Uganda, Tombura-Yambio in South Sudan and Proyecto Vida in Guatemala.
- To seek to widen our links with local charities and provide funding to meet their needs.
- To continue to expand our donor base through Give as you Earn, Charities Aid and our Just Giving campaigns and to investigate the opportunities for obtaining funding from a wider range of Trust Funds and Corporates.
- To continue to raise funds through sponsored events in and around the University.
- To raise an income for the year of at least £100,000 from a diverse funding base. A breakdown of targets for each of our projects for the year is given below:

Projects with funding targets

- Christ the King school in South Sudan £30,000
- Outspan school Kampala Uganda £20,000
- St Jude Thaddeus school Mto Wa Mbu Tanzania £10,000
- Kisaki school classrooms Tanzania £30,000
- Local area projects £10,000

Structure, governance and management

SHOCC was founded in September 2007 and has been governed as a Charity since that date. It replaced the existing charity, Strawberry Hill Overseas Concern (SHOC) founded in 1971. It took the opportunity when becoming a charity, to widen its remit to take in local as well as international projects. It revised its Charitable Objects in 2020 seeking to focus more closely on education.

Trustees

Trustees are selected by the existing Trustees in accordance with our Trust Deed and according to the skills and experience required for the charity to function well. New Trustees are inducted into their roles under the guidance of the existing Trustees and with the help of the relevant publications of the Charity Commission. As well as becoming familiar with the charity's objects, values, mission and ways of working, Trustees are encouraged to visit projects whenever possible to see at first hand the work of the charity.

During the year to 31st December 2021, SHOCC had eight trustees. In 2016 we accepted ex-Trustee David Leen's kind offer to act as independent examiner to review our annual accounts. We welcomed two new trustees from the local

community with skills in digital communications. We continue to be grateful to the university's chaplaincy, who provide us with considerable support.

During 2021 it was necessary to hold online meetings because of Covid pandemic restrictions and these took place using Teams and Zoom. These were held to confirm the Annual Report, to review the work of the charity, to agree forward plans and budgets and to determine other matters of general policy.

The operation of the charity

Strawberry Hill Overseas and Community Concern (SHOCC) currently does not make use of office space and has no overheads of this kind. Its management is in the hands of the Chair of Trustees.

Trustees and the supporter group, operating from the university, make a wide range of valuable contributions. Regular donations are received from annual events such as chapel collections, from sponsored events and from individual donations through Give as you Earn or to the charity's Just Giving sites on the web. Contributions to the charity's work are also received from past students.

Public benefit

In exercising their powers and duties, the Trustees have due regard for the guidance on public benefit published by the Charity Commission. The charity's activities give rise to identifiable public benefits, both in the UK and overseas.

Strawberry Hill Overseas and Community Concern's focus is on education for the disadvantaged in its local community and overseas. For them, the benefits are clear. Providing sums of money for classroom construction or for the building of an HIV/AIDS hospice can be the starting point for wider development. Wherever possible, we encourage the local community to help meet the costs of projects as this gives them ownership and helps to make the projects sustainable. Their contribution often takes the form of providing the labour required to carry out construction work. Our funds can never meet all the costs of a school and input from the local community during and after construction is essential. As an example, we have asked parents and parishioners at St Jude's Primary school at Mto Wa Mbu School, Tanzania to provide 10% of the overall costs of classroom construction.

Risk management

As a grant-awarding charity, the main area of risk is the extent of our commitments in relation to the funding of our projects. The charity seeks to limit commitments to a level which can be met out of funds available to it. Funds cannot be provided unless they are available and projects are made aware of the time it may take to meet a commitment in full given that SHOCC is a relatively small charity.

All projects must have a distinct and recognizable link with the university and funding is not provided for applications that do not meet this criterion. For large projects such as that at Christ the King, St Jude's or Kisaki, a local project manager is appointed and a contract negotiated between SHOCC, the project and the contractor. Three quotations are usually required for projects of this size and a separate bank account is mandatory. SHOCC agrees a timetable for the work and regular tranches of funding are only delivered on the successful completion of stages of the work. A proportion of the funding (usually 5%) is retained and is only paid to the contractor six months after the completion of the project subject to it being signed off at this time.

In assessing individual projects, the Trustees consider the following aspects of each proposal for funding:

- The significance and importance of the project in relation to the charitable objects of SHOCC and the mission and values of St Mary's University
- Some form of link with the University, its staff, students and alumni
- The need for and benefit/impact of the project on the community in which the project is based
- The viability/sustainability of the project in the medium/longer term ie will it require future investment or will it be self-sustaining?
- The likelihood of the project proceeding to completion and achieving its aims
- The value for money of the project taking into account the funds that are being requested in the light of the potential benefit/impact of the project and the likelihood of accessing related/other funding if required.

The risks inherent in each project are assessed. In particular, the following aspects are considered:

- The capability of the partner organisation to carry out the project and the effectiveness of its operations
- The commitment of the beneficiary community to the project
- The technical soundness of the proposed works and their sustainability after completion;
- The validity of the budgeted costs and the timescale proposed for the project.

Financial review

The annual accounts show a total income for the financial year ending 31st December 2021 £138,976 (2020 £73,631). The total expenditure by the charity on its project programmes was £140,270 (2020 61,713). The charity had no project support or governance costs and had no fundraising costs. The majority of expenditure went to school building projects in South Sudan and Tanzania, for the Santa Maria hospice in Guatemala and to providing fees for children at a school in Uganda. A small amount was provided for local Twickenham needs. Details of some of these projects are provided elsewhere in this report.

The financial performance of the charity is monitored against agreed budgets with the trustees receiving regular

statements of income, expenditure and reserves held.

The level of reserves is kept under regular review. The Trustees have agreed to keep this figure as low as possible as

the charity has no overheads, and wishes to distribute its income to projects as quickly as possible. Nevertheless, on

no account can the charity be allowed to manage a negative overall budget and projects are only supported when

funds are available.

Reference is made in the financial statement to those funds received for specific projects (restricted funds). These are

held for the purposes agreed with the donors and are expended to the relevant programmes. In the accounts for 2021

restricted funds accounted for 95.6% of total income; a small increase from the 94.8% in 2020. Cash reserves at 31st

December 2021 were £15,662 (2020 £16,961)

I declare, in my capacity as a Trustee, that the Trustees have approved this report and have authorised me to sign it

on their behalf.

Signed: Kevin L Cook

Full name:

DR KEVIN LAURENCE COOK

Position: Chair of Trustees Date:

23rd September 2022

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